Saudi Food and Drug Authority’s (SFDA)

Healthy Food Program
The Saudi Food and Drug Authority (SFDA) was established by the Council of Ministers Decree no (1) dated 07/01/1424 H, 11/03/2003.
Saudi Food & Drug Authority

**Vision**
be a leading international science-based regulator to protect and promote public health.

**Mission**
Protecting the community through regulations and effective controls to ensure the safety of food, drugs, medical devices, cosmetics, pesticides and feed.
Saudi Food & Drug Authority

Food Sector

Drug Sector

Medical Devices Sector

SFDA
Food Sector

**Vision**

Building an effective monitoring system that improves food safety and quality from production to consumption.

**Mission**

Implementing an integrated control system based on scientific foundations, transparent, and achieve high levels of food safety and quality, with the participation of relevant parties.
Healthy nutrition pattern contributes to the promotion of public health.

Mission

To improve the nutritional value of food products and raise awareness of healthy food to promote healthy nutrition patterns in the society in operation with the related government authorities and in accordance with international practices.
Healthy Food Program

The program was started in Sep. 2017

To Supervise

✓ The implementation of a Healthy Food Strategy
✓ Develop regulations and policies
✓ Innovate initiatives which promote healthier life style
✓ Improve the quality of food products
Healthy Food Program Goals

✓ To reduce sugar, salt and fat (SSF) content in food products
✓ To raise the culture of calories consumption
✓ To promote healthier life style
✓ To focus on public awareness about healthy diet
Healthy Food Program Strategy

- International Practices
- Scientific Literature
- WHO Recommendations
A Public Health Issue

Deaths Each Year

40 million people from NCDs (70% of all deaths globally);
15 million between the ages of 30 and 69 y/o;
17.7 million from Cardiovascular diseases;
8.8 million from cancers;
3.9 million from respiratory diseases;
1.6 million from diabetes;
These four groups of diseases account for over 80% of all premature NCD deaths.
Cost of NCDs

With current prevalence rates, we calculate that the total direct and indirect cost of the most common NCDs for the GCC will be close to US$36 billion in 2013 — one and a half times official healthcare spending. If governments fail to enact measures to curb the rising prevalence of NCDs, the total economic burden is expected to reach US$80 billion by 2022.
Healthy Risks in Saudi Arabia

A health survey shows lack of high levels of obesity and health risks.

- Failing to perform physical activity: 33%
- Performing only light physical activity: 29%
- Diabetes: 14.8%
- Failing to perform physical activity almost 50%
- Perform only light physical activity: 29%
- Diabetes: 11.7%

Obese

**MALE**
- 24.1% of the population

**FEMALE**
- 33.5%
The WHO Regional Office for the Eastern Mediterranean (EMRO) Recommendations in Sugar Reduction

1. Voluntarily, sign up a commitment with food producers to reduce sugar content in food products
2. Avoid the introduction of food high in sugar in governmental sectors
3. Ban the advertisements and promotions of high sugar content food especially beverages and sodas
4. Use feasible food labeling system on food products (Traffic Light Food Labeling)
5. Introduce taxes on high sugar food products
6. Increase public awareness
1. The reduction of salt in bread and bread products.

2. Determine the food high in salt in food industry and begin targeting these products.

3. Use feasible food labeling system on food products (Traffic Light Food Labeling)
The WHO Regional Office for the Eastern Mediterranean (EMRO) Recommendations in Fat Reduction

1. Avoid the usage of Partially Hydrolyzed Oil.

2. Replace Saturated fat with unsaturated one.

3. Use feasible food labeling system on food products (Traffic Light Food Labeling)
Literature review
Summary of some of the international agencies recommendations and scientific researches

Incorporating findings on these associations were reported by:

- Dietary Guidelines Advisory Committee USA (2010, 2015)
- Scientific Advisory Committee on Nutrition UK (2015)
- World Health Organization (WHO)
- American Heart Association (2013)
- National Health and Medical Research Council Australia (2013)
- Food and Agriculture Organization of the United Nations (2010)
Sugar

Intake of added sugars from foods and/or sugar-sweetened beverages has been associated with higher risk of ↑ body weight in children and ↑ body weight in adults.

Intakes of sugars-containing beverages have been associated with ↓ risk of oral health in children.
Conclusions

The study demonstrated a significant association between sugar and artificially sweetened soda consumption and obesity. This finding raises awareness and questions the negative clinical impact on both sugar and artificially sweetened soda and the risk of obesity.
Salt

Excess intake of sodium has been associated with higher risk of ↑ blood pressure.
Conclusions High quality evidence in non-acutely ill adults shows that reduced sodium intake reduces blood pressure and has no adverse effect on blood lipids, catecholamine levels, or renal function, and moderate quality evidence in children shows that a reduction in sodium intake reduces blood pressure. Lower sodium intake is also associated with a reduced risk of stroke and fatal coronary heart disease in adults. The totality of evidence suggests that most people will likely benefit from reducing sodium intake.
Replacing saturated fat with unsaturated fat has been associated with lower ↑ LDL cholesterol, ↑ triglycerides, and CVD.
fat intake and risk of cardiovascular disease and all-cause mortality in a population at risk of cardiovascular disease.

Conclusions: Intakes of MUFAs and PUFAs were associated with a lower risk of CVD and death, whereas SFA and trans-fat intakes were associated with a higher risk of CVD. The replacement of SFAs with MUFAs and PUFAs or of trans fat with MUFAs was inversely associated with CVD.
WHAT
is
NEXT
International practices on sugar reduction

British food standard agency A) has adopted the “Traffic Light and Labeling System” to display the nutritional value of food products, to enable consumers to choose their food products wisely.
International practices on sugar reduction

The FDA has changed the nutrition facts label and introduced added sugar to food products and mandate food producers to certain vitamins and minerals content.
International practices on salt reduction
<table>
<thead>
<tr>
<th>Country</th>
<th>Approach</th>
<th>Method</th>
<th>Reduction in Salt Levels</th>
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<tbody>
<tr>
<td>Argentina</td>
<td>V</td>
<td>Food analysis</td>
<td>Bread: 18% [21]</td>
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<td>Breakfast cereals: 25%</td>
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<td>Processed meats: 8%</td>
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<td>Australia</td>
<td>V</td>
<td>Product label survey</td>
<td>Bread: 9%</td>
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<td>Breakfast cereals: 25%</td>
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<td>Processed meats: 8%</td>
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<tr>
<td>Austria</td>
<td>V</td>
<td>Industry self-report</td>
<td>Not across the sector-surveyed 112 bakeries</td>
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<td>30 tonnes of salt reduced in bread/pasta</td>
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<td>Belgium</td>
<td>M</td>
<td>Food analysis</td>
<td>Bread: 6% [23]</td>
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<td>Canada</td>
<td>V</td>
<td>Product label survey</td>
<td>Not across the sector-small survey of 46 labels found a 11% reduction in pantry</td>
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<td>breakfast cereals and 8% in canned soup</td>
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<td>Chile</td>
<td>V</td>
<td>Food analysis</td>
<td>Bread (maraqueta): 38% [24]</td>
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<td>Finland</td>
<td>V</td>
<td>Food analysis</td>
<td>Bread: 20% [25]</td>
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<td>Meat products, cheese and ready meals</td>
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<td>France</td>
<td>V</td>
<td>Food analysis</td>
<td>Bread: 12%</td>
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<td>Pizzas &amp; quiches: 23%</td>
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<td>Soups: 32%</td>
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<td>Mixed dishes: 17%</td>
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<td>Ireland</td>
<td>V</td>
<td>Food analysis</td>
<td>White Bread: 18%</td>
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<td>Wholemeal bread: 29%</td>
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<td>Breakfast cereals: 30% in biscuit based in cornflake based cereals</td>
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<td>Fresh and packet soups: 12% and 19%</td>
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<td>Cooking sauces: 35% in Bolognese sauce, black bean sauce</td>
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<td>Butter: 18%</td>
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<td>Italy</td>
<td>V (bread)</td>
<td>Industry self-report</td>
<td>Reductions in baking products, sauces (salami, ham)</td>
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International practices on fat reduction

Ban the use of Partially Hydrogenated Oil

Canada: Health Canada
- Announcement: November 17\textsuperscript{th}, 2016
- Distribution and feedback: April 7\textsuperscript{th}, 2017 to June 21\textsuperscript{st}, 2017
- Credence: September 25\textsuperscript{th}, 2017
- Implementation: September 15\textsuperscript{th}, 2018

USA: FDA
- Issued in June, 2015; not yet implemented
SFDA’s Healthy Food Program Goal’s Implementation
Added sugar to be displayed on nutrition facts label (2020).
The Saudi Food & Drug Authority has issued the traffic light system standard to be used as Front of Pack Nutrition Labeling (2018) Awareness campaign (ongoing).
Setting an upper limit of salt in bread (2019).
Setting an upper limit of salt in cheese (2019).
Guidelines on the maximum amount of salt in other food products (2019).
The Saudi Food & Drug Authority has issued the traffic light system standard to be used as Front of Pack Nutrition Labeling (2018).
Awareness campaign (ongoing).
Upper limit for Trans-fats; 2% in butter, margarine and oils and 5% for other food products (2015)
Ban the use of PHOs:
Encouraging the use of unsaturated fat instead of saturated one.
Awareness campaign (ongoing).
The Saudi Food & Drug Authority has issued the traffic light system standard to be used as Front of Pack Nutrition Labeling (FoPNL) (2018).
The Saudi Food & Drug Authority has set a new technical regulation mandate the display of calories content for each meal. Implementation (2019). Awareness campaign (ongoing).
Healthy Food Program Initiatives

Recent initiatives:
- Encouraging the private sector to reformulate food products (workshops)
- Signing a voluntary pledge with food producers and importers
- School lunch box program in AlQasseem
- Healthy Food Program in workplace

Ongoing initiatives:
- National Study to determine the average individual intake requirements of calories and nutrients
SFDA’s Workshops

SFDA has conducted workshops in order to encourage the private sector for food products formulation.

✓ Healthy Food Strategy in Diplomatic Quarter
✓ Healthy Food Strategy workshop
✓ The participation of private sector in healthy food workshop
✓ Calories calculation for consulting offices
✓ Calories calculation
Voluntary Pledges

SFDA has called local and international companies to take initiatives: to improve the nutritional values of food products.

Terms for joining the voluntary pledge:

1. Adopt a clear and easy to read nutrition facts labelling system (Front of Pack Labelling).
2. Responsible marketing: not targeting kids < 12 years.
3. Products reformulation: Reduce sugar, salt and fat in food products.
4. Providing SFDA with an annual report on the progress of the commitment submitted by the company.
Healthy Food Program Awareness Campaigns

- Nutrition facts
- PNL
- Healthy Food Habits in Ramadan
- Sugar, salt and fats
- Calories Calculation
Thank You

Healthy Food Program